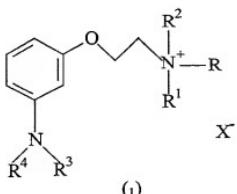


ABSTRACT

Couplers for hair coloring compositions for oxidative dyeing of hair are compounds of the formula (1):



wherein X is selected from halogen and R⁵SO₄, where the halogen is preferably Cl, Br or I; R, R¹ and R² are each individually selected from C₁ to C₂₂ alkyl and C₁ to C₂₂ mono or dihydroxyalkyl, or two of R, R¹ and R² together with the nitrogen atom to which they are attached form a C₃ to C₆ saturated or unsaturated ring optionally containing in the ring one or more additional hetero atoms selected from O, S and N atoms; R³ and R⁴ are each individually selected from C₁ to C₆ alkyl, C₁ to C₆ hydroxylalkyl, C₁ to C₆ alkoxy, C₁ to C₆ aminoalkyl or R³ and R⁴ together form a C₁ to C₅ alkylene group; and R⁵ is selected from C₁ to C₂₂ alkyl and C₁ to C₂₂ mono or dihydroxyalkyl.